Asia Society Korea Center
Lotte Hotel Seoul, Suite 615, 30 Eulji-Ro, Jung-Gu, Seoul, Korea 100-070, CPO Box 3500
Tel: (82) 02 759 7806/3789 7806   Fax: (82) 02 757 0034   Email: koreacenter@asiasociety.org
"Over the years, the Asia Society has endeavored to strengthen US-Asia exchanges and cooperation and promote China-US relations, and I wish to express to you my appreciation for all this."
— President Hu Jintao, The People’s Republic of China

"...the Society has been invaluable in bringing together a wide variety of opinions on the encounter between Asia and the United States ... and has contributed to the transformation in India-U.S. ties manifest in recent times."
— Prime Minister Dr. Manmohan Singh, India

"The Asia Society has been playing an important role in deepening ties and understanding among the peoples of Asia-Pacific and the United States. I truly expect the Asia Society will enhance this role for furthering the region's stability and prosperity."
— Prime Minister Shinzo Abe of Japan

"The Asia Society has worked tirelessly to raise awareness about Asia among Americans and to strengthen relations between Asia and the United States."
— Secretary-General Ban Ki-moon, United Nations

“If you love Asia – from Iran to Japan, Korea to Australia and the South Pacific – or if you are interested in this vast, exciting region, join us. You’ll feel at home at the Asia Society.”
— Ambassador Richard Holbrooke

"At a time when the eyes of the world are on Asia, this institution is indispensable."
— The New York Times

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Asia Society is the leading educational organization dedicated to promoting mutual understanding and strengthening partnerships among peoples, leaders and institutions of Asia and the United States in a global context. Across the fields of arts, business, culture, education, and policy, the Society provides insight, generates ideas, and promotes collaboration to address present challenges and create a shared future.

The organization was founded in 1956 at a moment of maximum American post-War power and influence by the scion of one of America’s great philanthropic families, the Rockefellers, to broaden American awareness of Asia and its cultures and to promote mutual understanding. We have always been unique among American Asia-focused NGOs in its commitment and desire to bring multi-disciplinary and Pan-Asian perspectives to the American understanding of Asia.

We are simultaneously a think-tank, arts and cultural organization, and public educational institution. And we are the only Asia-focused non-profit examining the whole spectrum of effects and implications of Asia’s spectacular rise to economic and political power and importance. Now, the Society fulfills its mandate by providing high quality, impactful, multidisciplinary programs designed to generate new ideas and foster creative thinking across the fields of arts and culture, business, education and policy.

The opening of the Asia Society Korea Center came at the most opportune time as Korea’s economic and technological prowess impacts not just Asia, but the world at large. Since our mission is quite unique, we seek extraordinary leaders like you with significant influence in Korea and aboard, to join our family.

We invite you to become a part of this distinguished, international group devoted to the richness and importance of Asia. We look forward to welcoming you as a new member of Asia Society.

What’s in it for your organization?
Asia Society: Yesterday, Today, and Tomorrow

1950s

1956 Asia Society founded by John D. Rockefeller 3rd.
1957 Indian sitar maestro Ravi Shankar makes his American debut at an Asia Society-sponsored event.
1959 Asia Society moves into its first official home, Asia House, at 112 East 64th Street, designed by Philip Johnson. “Masterpieces of Asian Art in American Collections” presented in the new galleries.

1960s

1965 The Southeast Asia Development Advisory Group, composed of Asian and American government, academic and NGO representatives is created.

1970s

1970 Performing Arts department expands with a grant from Lila Acheson Wallace and begins touring traditional Asian artists throughout the U.S.
1970 Asia Society opens its first regional center in Washington, D.C.
1972 John D. Rockefeller 3rd convenes the first Williamsburg Conference, providing a high level forum for discussions of Asian policy issues. Mr. and Mrs. Rockefeller pledge their collection of Asian art masterpieces to the Asia Society.
1975 The China Council is founded.
1979 Texas Center opens in Houston.

2011

January 18, 2011
In Seoul, A Fresh Look at Africa

February 09, 2011
Networking Night

February 15, 2011
India: A Land of Silent Revolutions

March 09, 2011
Networking Night

March 15, 2011
What’s Past is Prologue in the Middle East

April 01, 2011
Women Leaders of New Asia

April 06, 2011
Networking Night

April 19, 2011
Transformation: First Step to ‘New Beginning’

May 11, 2011
Networking Night

May 17, 2011
Mexico: The Country with Many Faces

May 18, 2011
Korea Center’s Third Anniversary

May 19-23, 2011
Global Asia Society Patrons Trip to Korea

June 08, 2011
Networking Night

June 23, 2011
The Singapore Difference

August 10 to 13, 2011
Summer Camp for Multi-ethnic Children in Korea

September 07, 2011
Cocktail Reception

September 20, 2011
Growing a company in Korea, Challenges and Rewards

October 18, 2011
Korean Cinema

November 16, 2011
Conversation with Im Kwon-taek

November 17, 2011
The Evolving Image of Korean-Americans in the U.S. Entertainment Market

November 17, 2011
Hansik Dinner in LA

December 07, 2011
2011 Holiday Cocktail Reception
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<td>Breakfast Discussion with the Japanese Minister for Foreign Affairs</td>
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<td>A Hermit No More Korea in the 21st Century A German Perspective</td>
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<td>Lessons Learnt from the Global Financial Crisis: Impact on Korea</td>
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<td>Pakistan and Security Environment in the Region</td>
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<td>Special Movie Screening: Barefoot Dream</td>
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<td>Asian-European Relations: Building Blocks for Global Governance</td>
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<td>Belgian EU Presidency and ASEM 8: What We Do Together We Do Better</td>
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1980s

- 1981: Asia Society moves into new building at 725 Park Avenue, designed by Edward Larabee Barnes.
- 1989: The Society’s first Asian Corporate Conference is held in Hong Kong.

1990s

- 1990: Asia Society opens Hong Kong Center, its first office in Asia.
- 1997: AustralAsia Centre registered in Melbourne.
- 1998: Northern California Center opens in San Francisco.
- 1999: Asia Society establishes presence in Shanghai.
- 1999: Philippines Center begins operations.

2000s

- 2004: Asia Society opens Henry Street School for International Studies in New York City, the first of ten small internationally-themed secondary schools across the U.S.
- 2006: Groundbreaking for new Hong Kong Center.
- 2006: India Centre opens in Mumbai.
- 2008: Korea Centre opens in Seoul.
CORPORATE MEMBERSHIPS

GLOBAL CORPORATE LEADER  75,000,000 KRW

Executive Benefits
- Corporate Membership benefits at all 11 Asia Society Centers around the world
- Reciprocal basic corporate membership benefits for up to 5 designated employees at each Asia Society Center for a total of 55 employees
- VIP privileges provided to Member’s principal global contact at all Asia Society Centers
- Opportunity to host private events for corporate networking
- Designated executives receive member discounts to programs at all Asia Society Centers and member admission discounts at the Asia Society Museum in New York
- Advance invitations to Asia Society’s special events, including the Annual Dinner and the Celebration of Asian Week
- Opportunity to distribute company’s promotional materials during events
- Asia Society Membership Card for each designated executive
- Priority registration and seating at Asia Society programs and events
- Exclusive invitations to attend VIP and special events
- Invitations to “members only” events
- Invitations to off-the-record meetings
- Room discounts at the Lotte Hotel Seoul
- Complimentary gift certificates
- Complimentary newsletter

Corporate Benefits
- Acknowledgement of company logo, website link, and profile on the Asia Society website and all of the Center’s printed materials
- Right to rent Asia Society facilities in Hong Kong, Houston and New York
- A 10% discount on all purchases at AsiaStore and at AsiaStore online
- Priority consideration for sponsorship of major Asia Society events
- Invitation to pre- and post-program receptions

2008

April 02, 2008
Asia Society Korea Center Inauguration Ceremony

June 17, 2008
South Korea’s Multilateral Diplomacy

June 24, 2008
Special Film Screening: Crossing

June 27, 2008
Chicago Children’s Choir Concert

July 22, 2008
Internationalizing Korean Global Firms: Perspectives from a Global Securities Group

August 26, 2008
Raising Korea’s Global Profile: The Media Perspective

September 22, 2008
The Songdo Reconstruction Project: Global Urban Development in South Korea

September 26, 2008
Steps towards the U.S. Foreign Policy

October 23, 2008
A Passion for Asia: The Rockefeller Legacy

November 25, 2008
Celebrating the 60th Anniversary of Philippine-Korea Relations

December 23, 2008
2008 Holiday Luncheon

2009

January 20, 2009
Global Refugee Situation: Mixed Migratory Flows in Asia

February 17, 2009
Covering Korea in Time of Crisis

March 17, 2009
The Challenges and Joys of Living and Working in Korea as an Expat

April 21, 2009
The Current Status of World Taekwondo: How Taekwondo Has Helped the World

May 26, 2009
Past, Present and Future of the Six-Party Talks

June 30, 2009
Korea Center’s 1st Year Anniversary Event

July 21, 2009
The Future of Brazil-Korea Relations in a Global World

August 25, 2009
How Irish are the Koreans? Some Impressions & Reflections

September 22, 2009
Najib Tun Razak, Anwar Ibrahim and Political Reforms in Malaysia

October 27, 2009
A Tale of Two Crises: Korea’s Role in Tackling Climate Change and the Global Economic Downturn

November 17, 2009
A United Korea? Reassessing North Korea Risks

December 08, 2009
2009 Holiday Dinner
GLOBAL CORPORATE LEADERS

Accenture
Bank of New York Mellon
Chevron
Deloitte Anjin LLC
Hyosung
KPMG
Lotte Shopping

ARTS & CULTURE PROGRAMS

Korean Wave Initiative

As a leading organization seeking to generate new ideas across a variety of fields, Asia Society Korea Center has launched the Korean Wave Initiative in Asia and the United States in 2011 to build upon Korea’s numerous cultural assets. The purpose of this cultural events series is to convene both academics and practitioners in the pop culture and entertainment industries from Hollywood, Bollywood, and Hallyuwood to explore the impact of these global trends, as well as how Korea should plan ahead in creating and promoting its next global brand.

• Hollywood, Bollywood and Hallyuwood
• We Are We Addicted to the Dramatic World of the K-Dramas?
• K-Pop: What’s Next?
• Korea-U.S. Culture Forum
• Korean Beauty: The Documentary
• Photo Exhibition: Korean Beauty through the Lens
• Exploring Hanok
• Buddhist Paintings and the Ideal Korean Beauty
• K-Fashion: Fashion Show
• Group Tours to UNESCO World Cultural Heritage Sites in Korea
• Taste of Korea
• Conversation with the Director

Global Culture Programs

• Off the Menu: Asian Food Programs
• Film Screening
• Meet the Author
• Leo Bar (networking happy hour)
THE BUSINESS OF ASIA: PROGRAMS

Our business programs focus on examining the business climate of emerging Asian countries with a multi-sectoral panel of experts.

In particular, our briefings will discuss the performance of the regional and global financial markets, as well as equip CEOs and executives with expert insights on what to expect from financial markets in the coming years.

Forecast Asia
- Korea-Russia Gas Pipeline: Opportunities and Risks
- The Future of Population in Asia: Producing Youth to Protect the Elderly
- The Goliaths: Large Firms and Economic Volatility
- Asian Distinguished Leaders Series
- Year End Economic Briefing
- Identifying New Energy Sources for the Asia-Pacific in the 21st Century
- Korea’s Role in the Asia-Pacific Region: What does it mean for America
- Annual Asia Society Roundtable
- Digital Dilemma: Cyber-Security and the Future of U.S.-Asia Relations
- Creating Jobs through Service Industry

Innovation: Asia’s Key to Global Competitiveness
Recognizing innovation as the key to maintaining global competitiveness, nations increasingly see the importance of creating a nurturing environment and culture that fosters pioneering activity. As the world’s economic power shifts towards Asia, countries in the region are also rapidly evolving in this age of innovation. Indeed, according to Bloomberg’s “Most Innovative in the World 2014” country report, Asian nations have notched up four of the top 10 rankings, with South Korea topping the list. This series will address how countries in Asia, especially South Korea, are promoting innovation in today’s complex global setting. It also sets out to advance thinking and knowledge on how companies can cultivate innovation to their competitive advantage.

- Innovation in the Korean Society: How to Optimize on the Rise of Korea’s Creative Class
- Korea Rising: Sharing the Korean Business Model
- Rising Stars: Highlighting Successful SMEs in Korea and their Potential Impact in the Asia-Pacific Region
- Video Game Culture in Asia

All memberships are valid for 12 months from payment of membership fees.
INDIVIDUAL MEMBERSHIPS

CHAIRMAN’S CIRCLE  5,000,000 KRW or above
A distinguished international group of individuals devoted to the richness and importance of Asia, Chairman’s Circle Members receive exceptional access and benefits that extend far beyond basic membership levels. Through a close relationship with the Chairman of Asia Society Korea Center, Chairman’s Circle Members can expand their networks through exclusive events with prominent political dignitaries, business leaders, and cultural figures.

PROFESSIONAL MEMBERSHIP  1,000,000 KRW
*Exclusive for professionals at corporate entities with fewer than 50 employees
Executive benefits
● Professional Membership benefits at the Asia Society Korea Center for up to two designated executives
● Asia Society Membership Card for each designated executive
● Designated executives receive member discounts to all programs at the Asia Society Korea Center
● Priority registration and seating at Asia Society Korea Center programs and events
● Exclusive invitations to attend VIP and special events
● Invitations to “members only” events
● Room discounts at the Lotte Hotel Seoul
● Complimentary gift certificates
● Complimentary newsletter

ASIA CIRCLE  300,000 KRW
*Must be recommended by 3 current members
Asia Circle is the young patrons group of Asia Society. An association of young professionals with a strong interest in U.S.-Asian issues, this group is one of the most dynamic alliances within Asia Society. Asia Circle hosts a wide variety of cultural and social events designed to further members’ interest in Asia, and facilitates the development of social and professional networks. Asia Circle members span the ages of 21-40, and work in diverse fields such as business, law, the arts, academia, government, finance, and non-profit.

INSTITUTIONAL MEMBERSHIP  500,000 KRW
for Non-Profit Institutions in Korea

JOURNALISTS MEMBERSHIP  50,000 KRW
*Must be recommended by 3 current members

STUDENT MEMBERSHIP  30,000 KRW

EDUCATION & LEADERSHIP PROGRAMS

Asia 21 Young Leaders Initiative
Our young leaders initiatives seek to help nurture a community of next generation leaders in Asia committed to working together on a cross-border public service project addressing the most fundamental issues facing the region. The program convenes a group of young leaders around the world for face to face meetings that provide a platform for dialogue and a space in which to discuss this cross-border public service project.

Women Leaders Series
This Series seeks to develop and promote a community and network of women leaders from the Asia-Pacific region across all sectors. By pooling their collective expertise, sharing their professional experiences and personal stories, and developing impactful actionable agenda, this core group will bring their collective brain trust to bear on the Asia-Pacific’s most pressing challenges.

• Gender Equality: Male Stereotype of a Leader
• Tiger Moms: Assessing the Child Well-Being in OECD Countries
• Gold Miss Generation: The Evolution of Educated Single Women’s Role in Asia and Transgenerational Effects on society
• Womenomics Business of Asia
When you become an Asia Society member, you become a part of our expansive global network. That means access to policy- and decision-makers in the U.S. and Asia, as well as connections to like-minded businesses and individuals on both sides of the Pacific.

Targeted Brand Awareness
High-level and high-visibility sponsorship of Asia Society programs allows you to reach the audience you’re looking for.

Business Intelligence
We offer myriad opportunities to acquire the latest on business trends, economic outlooks, policy updates and other Asia- and U.S.-related information that is crucial to your global operations or expansions.

Let Asia Society help you meet your next client or business partner.

Corporate Social Responsibility
Fulfill your company’s corporate social responsibility efforts through support for Asia Society’s public programs that help educate the community about social issues, diversity efforts and Asian-American interests.

Ambassadors Lecture Series
This is the Korea Center’s signature program. The Series began in June 2008, and convenes the foreign diplomatic community in Korea to address the relevant issues before an audience that includes the Center’s contributors and members, as well as Korea’s corporate, cultural, media and civic leaders. The purpose of the Series is to introduce innovative programming concepts that serve to foster open debate and civil discourse on various issues as well as social responsibilities in Korean society.

Asia Society Policy Institute (ASPI)
The Asia Society Policy Institute is the hub of a non-partisan, Asia-centric global network of experts who create solutions that advance the prosperity, security, and sustainability of Asia. ASPI will advance international cooperation and effective policymaking by convening consensus-building dialogues, creating policy roadmaps, and identifying best practices.

Beyond the Headlines Series
Our new “Beyond the Headlines” series will advance international cooperation and effective policymaking by convening Asia-centric global network of experts who create solutions that advance the prosperity, security and sustainability of Asia. The Series will focus on major current affairs in Asia – with a conscious effort to do as the title suggests.

Beyond the Headlines: China
In this series, we will take an in-depth look at this new, contemporary, ever-changing society. From the newfound love of skiing and golf amongst the powerful elite, to the ongoing political reform, we will examine this rapidly changing China and forecast how this powerhouse will keep growing.

Beyond the Headlines: North Korea
As North Korea continues to be on the radar of the international community, the Asia Society Korea Center will address U.S., Japan and China’s perspective on North Korea through this series. The Series will also examine the ongoing tensions on the Korean peninsula and forecast how developments in the region will unfold in the coming years.
Our Membership provides access to:

- Impactful convening efforts
- Exclusive private events
- Network creation
- Solutions hub featuring best practices in Asia
- World class public programming
- Over 400 member companies
- 11 Centers in the U.S. and Asia
- Brand visibility at high-profile events
- Future “hotspots”
- Executive and senior management participation programs
- Decision makers in the U.S. and Asia
- Business trends and resources
- Speaking opportunities
- Sophisticated art patrons
- Senior executives
- Client development and cultivation
- An invaluable resource on the U.S. and Asia
- Multiple markets in the U.S. and Asia
- Opportunities to discover and grow talent